



# Creating, Enhancing and Protecting the Unique Beauty and Livability of San Francisco

VOL. 18 NUMBER 3

THE CABLE

FALL 2004

## 2004 BEAUTIFICATION AWARD WINNERS NAMED

*See Inside for a Brief Description of Each Honoree*

**Join Us at Our Beautification Awards Dinner**

**The Palace Hotel on October 27**

*See Back Page for Details*

## SFB URGES VOTERS TO SUPPORT PROP B

*Neighborhood Historic Resources Funding*

San Francisco's historic buildings are anchors rooting us to our city's extraordinary past. Unfortunately, many are in desperate need of seismic renovations or other structural upgrades. On November 2nd, voters have the opportunity to protect these historic treasures by voting "Yes" on Proposition B.

This \$60 million bond measure will help fund necessary structural improvements to some of our neighborhoods' most cherished historic structures like the Geneva Office Building (a project SFB has been involved with for nearly 10 years), the Old Mint, the Bayview Opera House and the Palace of Fine Arts.

Proposition B recognizes the important role civic gems like these play in defining our city's landscape and will help ensure that they will shine for generations to come.

**VOTE "YES" ON B**

*con't on Page 3*

## UNITED NATIONS PLAZA RENOVATION PROJECT

*San Francisco Beautiful recognizes the importance of public plazas as places for pedestrians to gather, relax and people watch. Unobstructed passageways with unimpeded site lines and ample lighting are all necessary in making these spaces safe and accessible. The City has renovation plans for the commemorative United Nations Plaza to make it more user friendly. SFB invited the Department of Public Works to our Public Affairs Committee meeting for a review of these plans and for an opportunity to make comments. With that done, Judi Mosqueda provided the following summary of the coming plaza improvements for our readers.*

*By Judi Mosqueda, Project Manager San Francisco Department of Public Works*

United Nations Plaza is expected to play an important role in the 2005 United Nations World Environment Day celebrations. Despite performing this kind of vital role in the City's cultural and civic life, UN Plaza has not achieved its potential to be a vibrant urban plaza on a daily basis. To address this lack of vitality, the Department of Public Works (DPW) has developed a renovation plan that will make minor modifications in the plaza to enhance daily life for a wider array of users.

UN Plaza occupies the former Fulton and Leavenworth Streets right-of-way and was built in the mid-1970s as part of the Market Street reconstruction for BART and Muni. Designed as a memorial to the 1945 signing of the UN Charter, the 2.6-acre plaza includes a fountain, brick paving, trees and lawn panels, and is the home to two weekly markets. In 1995, additional commemorative elements in celebration of the 50th anniversary of the founding of the UN were added. The plaza provides links between public transit, the Tenderloin and SOMA neighborhoods, and Civic Center offices.

After years of community process, including more than 20 public meetings, DPW has developed a plan that incorporates the common thread ideas expressed by the diverse stakeholders. Involved in the plan's development were



*The United Nations Plaza is scheduled for a renovation that includes new lighting and fountain enhancements. (Conceptual images by Mary Muszynski)*



**GILBERT H.  
CASTLE, III**

For many members of the San Francisco Beautiful community, a highpoint of the year is the presentation of the Beautification Awards at SFB's Annual Dinner. How remarkable are the many just plain folks who on their own initiative work tirelessly to improve some corner of the City for the benefit of us all! These are not people who are paid, appointed, elected, or otherwise directed to do what they do. Nevertheless, their efforts are enhancing our city's beauty.

*"It ain't bad, but it ain't San Francisco."*

**Herb Caen**

Beautification Award recipients and all similar civic altruists follow the glorious inspiration of Friedel Klussmann, founder of San Francisco Beautiful. Without an official title, war chest, media channel, or other power base, she launched a successful grassroots campaign to save the cable cars. When Mrs. Klussmann died in 1986 the cable cars wore black.

Who have been some of the other truly beautiful people of San Francisco?

## SFGSA GETS NATIONAL ATTENTION

The San Francisco Green Schoolyard Alliance (SFGSA) is enjoying some well-deserved national attention for its efforts to create and sustain green outdoor learning environments on San Francisco's public school grounds.

The reasons for the "buzz" about the SFGSA is threefold: the 2004 Green School Grounds Conference which draws people from all over the country; the \$2 million earmarked in last November's school bond that SFGSA vigorously supported for greening 17 elementary school grounds; and an article featuring

Irving Morrow, assisted by his wife Gertrude, was a relatively unknown local architect when he persuaded Joseph Strauss that the Golden Gate Bridge should be more than just a metal roadway going from here to there. Among many other design features, Morrow created a gigantic Art Deco sculpture by adding vertical panels in the towers to catch the sun's light, and cutting portals in the towers that progress from rectangular to square, thereby emphasizing the towers' height. He also designed the lighting so that the towers dissolve into the nighttime darkness, again accentuating their height. Upon his recommendation, the Golden Gate Bridge was painted orange vermilion (International Orange) to complement the natural setting; without Irving Morrow, the Golden Gate Bridge to this day might be painted in the manner proposed by the U.S. Navy: black and yellow stripes to improve visibility for passing ships.

Beginning in the late 1940s, Grace Marchant at the age of 63 began planting the steep right-of-way of the Filbert Steps on Telegraph Hill. Over the next 33 years, she transformed the Filbert Steps into a unique, enchanting garden, which today officially bears her name. Neighbors and volunteers now maintain those two acres, while others inspired by her labors rejuvenate innumerable stairways and lanes throughout the City.

the SFGSA in the July/ August edition of the journal *Orion*.

The *Orion* article, "After the Asphalt" written by Alliance member Sharon Danks, details how the SFGSA was created, its growth over the years and its current successes. Interviews with members of the Alliance illustrate how the SFGSA has invigorated the local green schoolyard movement. This article has spurred phone calls and mail nationwide from people inspired and encouraged by the SFGSA's work.

The SFGSA continues to break new ground and San Francisco Beautiful is very proud to be a co-sponsor of this highly successful endeavor.

## The Truly Beautiful People

The year before he died, Herb Caen remarked: "One day if I do go to heaven, I'm going to do what every San Franciscan does who goes to heaven. I'll look around and say, 'It ain't bad, but it ain't San Francisco.'" For a self-professed kid from Sacramento who only wrote a newspaper column, Herb Caen had an inestimable impact on everyone's perception of San Francisco — and correspondingly on the City's evolution. If heaven doesn't measure up, he has himself partially to blame.

As we will celebrate once again at the Annual Dinner, anyone can be such a beautiful person.

### SAN FRANCISCO BEAUTIFUL

564 MARKET STREET, SUITE 709  
SAN FRANCISCO, CALIFORNIA 94104  
telephone: 415-421-2608  
fax: 415-421-4037  
E-mail: [sfb@sfbeautiful.org](mailto:sfb@sfbeautiful.org)  
Web site: [www.sfbeautiful.org](http://www.sfbeautiful.org)

#### BOARD OF DIRECTORS

Gilbert H. Castle, III – President  
Marilyn Duffey – Vice-President  
Edmond Hon – Treasurer  
Julia Viera – Secretary  
Michael Alexander, Robin Chiang,  
Carmen C. Clark, Scott Emblidge,  
Mara Feeney, Peter Fortune,  
Robert C. Frieze, Milo Hanke, David Hayes,  
Susan Tan Luo, Ph.D., Tim Kochis,  
Ann Lanzerotti, Meagan Levitan,  
Bruce Marcucci, Linda Muir,  
Tito Patri, Mark Ryser,  
Rosabella Safont, Gretchen Sleeper

#### STAFF

Dee Dee Workman – Executive Director  
Sheila Kolenc – Operations and  
Development Director  
Tamar Cooper – Program Director  
Ron Wong – Awards Dinner Consultant  
Melinda Capiraso – Development Consultant

#### VOLUNTEERS

Nan McGuire, Robert Passmore, Ross Tibbits,  
Susanne Twomey, Dan Weaver, Jane Winslow

San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting the unique beauty and livability of San Francisco.

## UTILITY BOXES — OUT OF SIGHT

In a bold move to change the haphazard way utility boxes are installed in the City, San Francisco's Department of Public Works (DPW) took advantage of a unique opportunity to properly regulate their installation. In 2001, Comcast Cable Company and DPW began negotiating an agreement that outlined a utility box permitting process that prioritizes locating utility boxes on private property, requiring public notification of proposed sites and holding public hearings. Comcast will pay for processing each permit request.

According to a DPW Project Manager, Comcast originally proposed installing 360 boxes. However, due to technological advances and consolidation efforts resulting from the process outlined in the Comcast agreement, only 97 boxes will need to be installed with over half located on private property, most out of public view. The ideas developed in this agreement, signed in July 2003, are quite encouraging and are the basis for the utility box placement regulations that DPW and SFB are currently drafting.

---

*United Nations from Page 1*

the Board of Supervisor's appointed United Nations Plaza Working Group, neighborhood groups, adjoining property owners, nearby cultural facilities, schools, market/event organizers and one of the original designers of the plaza, renowned landscape architect Lawrence Halprin. The strongest conviction from stakeholders was that the plaza would improve only if it were able to attract diverse users.

Keeping this in mind, the plan intends to enhance safety, satisfy daily needs and support programmed activities. Changes include improved lighting, removing visual obstructions, defining a programmable space with utility hook-ups for events, and ADA improvements to walkways all to create a more welcoming urban environment for local office workers, neighboring residents, area students, transit patrons and visitors. The plaza will retain all commemorative elements dedicated to the United Nations and modifications will conform to the existing modern design and materials. Construction of improvements is planned to begin in early 2005.

## Stairway Walks in San Francisco — Book Signing Inspires



*Adah Bakalinsky signs her book for SFB board member Mark Ryser.*

Photo by Sheila Kolenc

On June 24, dozens of San Francisco Beautiful members shared an intimate evening with author Adah Bakalinsky celebrating the 20th Anniversary printing of her *Stairway Walks in San Francisco*. Adah signed books for her adoring crowd but not before she shared memories about her love of walking. She related how this love came at the age of four when her parents allowed her to walk home from their streetcar stop. The walking bug really bit her when she was eight and walked home from Grandma's house. The walk took her over the Mississippi River and lasted longer than she had anticipated. Upon arriving home, there were hugs all around and calls to concerned family members

that Adah had made it home safely. This was the start of a lifetime of adventures for Adah.

After moving west years later, Adah discovered the intriguing nature of stairways in her desire to learn about the history of San Francisco. When she met San Francisco Beautiful founder Friedel Klussmann, Adah became a member of SFB. (According to Adah, everyone who met Friedel became a member.) When SFB board member Tova Wiley stated that a stairway walks book would be a good project for SFB to undertake, Adah said she'd write it.

Now 20 years later, Adah is still writing about walking and encouraging others to do the same. Book signing event host Michael Gale summed up Adah's exploratory nature by noting, "Adah is a visionary. Her enthusiasm is contagious." With this kind of accolade, Adah's goal to make San Francisco known as the 'Walking City' will surely succeed.

To express our gratitude and to acknowledge her contribution to the livability of San Francisco, SFB will honor Adah with a Robert C. Friese Award for Neighborhood Conservation at its Beautification Awards Dinner on October 27 (*see back page for details*).

---

### BILLBOARD UPDATE: BRANNAN LIGHT-BOX REMAINS DARK

For years, a billboard owned by Clear Channel Outdoor has drawn the ire of its South Beach community neighbors. The source of this frustration was the brightly lit, flashing light-box located at 274 Brannan Street, which created a constant source of light pollution in nearby residents' homes. While complaints from the community resulted in the implementation of specific lighting restrictions, the light-box continued to have a negative impact on the quality of life in this emerging residential community.

In mid-2003, Clear Channel Outdoor covered the light-box and entered into an agreement with the City to remove it in

exchange for the opportunity to erect signs at locations that would be in compliance with the Planning Code. Since then, the City and Clear Channel Outdoor have disagreed over whether selected relocation sites are in fact permissible. Consequently, Clear Channel Outdoor announced that it was planning to re-light the light-box on August 1st. SFB staff, community members and Larry Badiner (then acting Director of the Planning Department) met with Clear Channel Outdoor to try to persuade the company to keep the light-box covered. While assertions were made by Clear Channel Outdoor that it would be re-lit, as of mid-September, we are delighted to report that the light-box remains dark.

# 2004 Beautification Award Winners

This spring, San Francisco Beautiful put out the call for Beautification Award nominations and received a stack of entries. With a theme of "New Beginnings: Preservation, Sustainability and Innovative Design," the following nominations are walking away with this year's awards:



**CONSERVATORY OF FLOWERS: JFK Drive in Golden Gate Park, (Friedel Klussmann Award):** Built in 1879, San Francisco's Conservatory of Flowers is the oldest existing public conservatory of size in the Americas, and one of the few remaining prefabricated Victorian conservatories left in the world. It is listed as a landmark by city, state and federal agencies as well as by the Civil Engineering Society. Its roof was severely damaged by strong winds in 1995 and it was put on the list of "100 most endangered monuments" by the World Monument Fund. The San Francisco Parks Trust spearheaded an extraordinary campaign that raised \$15 million privately of the \$25 million required for the Conservatory's restoration.

climbing the stairways through San Francisco neighborhoods perched upon the city's 42 hills has led to an extensive knowledge of any given area's history, geology and denizens that can only be gained by someone who has been there many times on foot. Lucky for us, Adah has put her insights into "Stairway Walks in San Francisco." This book, now celebrating its 20th anniversary, guides readers along many of the paths created by San Francisco's 350 plus stairways.

Since the 1980s, Adah has played a pivotal role in stairway improvement projects. Her contagious enthusiasm and heartfelt encouragement have aided

**ADAH BAKALINSKY: author, Stairway Walks in San Francisco. (Robert C. Friese Award for Neighborhood Conservation):** Since childhood, Adah Bakalinsky has loved exploring by foot. At 81,

her many years of

volunteers in formulating plans for stairway creation and accompanying garden improvements. Adah has done much to make stairway gardens a focal point for neighborhood activities. With her 'can do' spirit, whole neighborhoods have come out of their secluded homes and formed work parties to beautify these public right of ways.



**THE VILLAS PARKMERCED: 3711 19th Avenue:** Parkmerced comprises 144 acres in the southwest quadrant of San Francisco near Lake Merced. Conceived by Metropolitan Life after World War II in the form of a new town offering quality housing the completed development epitomized modern urban living. Over the years, the development began to age until present owners Carmel Partners revived

its appearance with new landscaping and painting scheme as well as tenant amenities, including a community garden planned and maintained by residents who do not need to pay a fee for its use.

**MOUNTAIN LAKE RESTORATION PROJECT: Lake Street and 12th Avenue:** Between Lake Street and the Presidio's

south border and between 8th and 12th Avenues, Mountain Lake is a natural water feature created over 2,000 years ago. During the construction of the Golden Gate Bridge and south approach, the lake was used for dumping debris. Many years of being adjacent to a major thoroughfare have exposed the lake to automotive pollution and residue. In 2001, under the auspices of the Presidio Trust, the Golden



Gate National Parks Conservancy, and the National Parks Service, staff and volunteers launched an effort to restore open space and plantings around the lake as well as create accessible routes around it. They planted over 11,000 shrubs and trees, built handrails, and restored paths. Staff and volunteers continue to maintain the plantings.

Award Photos by Dee Dee Workman, Sheila Kolenc and Kevin J. Frest



recall both ship bridges and warehouse gangways. Adjacent to public meeting rooms, a generous corridor invites the public to review Port history. A hydrothermal system using bay water has been designed to heat the building.



### MARKET STREET RAILWAY MURAL: Church Street at 15th Street;

This small, but intensively illustrated mural is located on the side of a store at the corner of Church and 15th Streets. It was painted by Mona Caron with the support of David Hochschild, Joel Pomerantz and building owner Sam Yeramian. It depicts the social, architectural, and technological history of Market Street and is dedicated to Dave Pharr, the late director of the Market Street Railway Association. It is a welcome curiosity and has enhanced this pedestrian-oriented neighborhood.



by Bob Buechting, who directed the school children's efforts, depict a fabled journey through Africa, Europe, Asia and the Excelsior District. The community garden receives active support from parents and neighbors on weekends.

### VISITACION VALLEY CLUBHOUSE: Leland Street at Cora:

The new clubhouse is located on a corner of Visitacion Valley Playground and adjacent to the



### PARQUE NIÑOS UNIDOS: 23rd Street at Treat:

Located in the Mission District, this 1/2 acre park is very popular. It is one of a few places in the neighborhood where families with small children can go for outdoor recreation. The park features a community garden, two toddler lots, a gazebo, a small active recreation lawn, a small clubhouse with restrooms, and considerable artwork. The community has advocated for it since 1972. In 1996, the City purchased the contaminated land for the park. In 1999, community workshops enabled local residents to design the park which opened to the public in July 2003.

elementary school. The community worked closely with the City's Bureau of Architecture's Andy Maloney in the planning and design of a building that has considerable charm and presence. Its interiors are finished with wood wainscoting, exposed trusses, colorful tiles and ornamental lanterns. Its exterior architecture recalls a time when public buildings exuded dignity and character. It has already become a popular landmark in the neighborhood.

*Awardees will be honored at the October 27th Beautification Awards Dinner. See back page for details.*

### MONROE ELEMENTARY SCHOOL: Madrid Street at Excelsior:

This dull and modern looking school is located in the Excelsior neighborhood. The 1970s school's white walls and plain surfaces attracted graffiti and its curbside planters became repositories for needles and refuse. After years of neglect, school staff and volunteers got together to beautify the school. The result has been very successful. Murals of mosaic tile



**PIER 1: The Embarcadero:** When the Ferry Building was closed for major retrofit and conversion into general commercial use, the Port of San Francisco needed a new home. The developer of Pier 1 abided by and worked with the Port's community advisors to create new offices and public spaces. The old pier structure was gutted and renewed in a manner sensitive to its history. The grand interior has been accentuated by open staff offices on ground and mezzanine levels. Catwalks

## 2nd Quarter KLUSSMANN GRANTS

This summer, San Francisco Beautiful awarded \$18,995 in Friedel Klussmann Grants to seven diverse projects including those abating litter and graffiti, planting trees, greening our public schools and assisting neighborhood efforts to rejuvenate public open spaces.

- ◆ **S.F. Clean City Coalition's Street-Facts Program:** \$1,500 for five hand-held PDAs. The devices will be used by volunteers in a pilot study to evaluate the cleanliness of specific commercial districts. Once data is entered, it will be uploaded to the Department of Public Works' Clean Streets and Sidewalks Program for processing.



*Without trees, residential streets run barren.*

- ◆ **Portola Neighborhood Tree Planting:** \$2,500 for funding of up to \$100 per tree to aid community members in purchasing street trees.

## Lake Merced Update WATER, FISH ADDED

We are happy to report that the SFPUC has committed to periodically adding water to Lake Merced to strategically raise the lake level to improve water quality and habitat. The lake is currently at 21 feet (gage board) after a high of 23 feet earlier this year, which was the highest level since 1987. The SFPUC will monitor water quality, lake and groundwater levels, vegetation and bird population to analyze how the lake responds to the higher water level and to determine if and by how much the water should continue to be raised over time.

The SFPUC and Daly City will be continuing their wetlands treatment pilot project this winter. The goal is to evaluate the feasibility of using Daly City stormwater runoff to increase source water to Lake Merced to increase the water level and alleviate flooding near the South Lake.



*A Lakeshore student proudly displays her harvest.*

Photo by Jean Moshofsky Butler

- ◆ **Lakeshore Elementary School PTA, Garden Classroom Project:** \$2,500 for plants, Benderboard, benches, irrigation and soil amendments.
- ◆ **S.F. Police Department/Graffiti Abatement Program:** \$2,500 for five digital cameras to document graffiti and to aid in prosecuting vandals.
- ◆ **Golden Gate Heights Neighborhood Group, Native Plant Restoration Project:** \$1,745 for plants, soil amendments, border tiles to prevent erosion and supplies for community outreach.

The City and County of San Francisco is preparing a Recycled Water Master Plan Update to provide guidance for implementation of recycled water projects in the City. For more information on this and other SFPUC plans that impact Lake Merced, contact the SFPUC's new Coordinator of Citizen Involvement, Suzanne Gautier at [sgautier@sfwater.org](mailto:sgautier@sfwater.org). Suzanne was a former long-time staffer for Secretary of State Kevin Shelley and one of the original leaders of the Lake Merced Task Force. Her new position with the SFPUC focuses on Lake Merced, groundwater, recycled water and integrated water supply planning and management.

In addition, CalTrout has been stocking the lake with fish donated by the Fish and Game Department. Approximately 25,000 pounds of fish are allocated to the lake each year, so we encourage you to try your hand at catching a few! Just observe the posted signs as to where fishing is permissible.

- ◆ **Market Street Railway Mural:** \$1,250 for solvents, anti-graffiti varnish and other supplies to keep this fanciful mural graffiti-free.
- ◆ **S.F. Green Schoolyard Alliance, 2004 Growing Greener School Grounds Conference:** \$5,000 for workshop construction materials and instructor honoraria. (San Francisco Beautiful is a co-sponsor of the SFGSA.)
- ◆ **Jones Street Pump Station Garden:** \$2,000 for re-landscaping with native plants and new fencing and lighting.

**Consider a Klussmann Grant  
for Your Community Project!**  
415.421.2608  
[www.sfbeautiful.org/grants/](http://www.sfbeautiful.org/grants/)

## NEW MEMBERS MEAN GROWTH

San Francisco Beautiful continues to grow as more and more people get to know what we do and like what they discover. Tell your friends about our work - we would love to say 'Welcome on board!'

Bob & Keren Abra	Carol Landa
Robert Mark Baum	Linda Larson
Peter Brastow	Ann Liuzza
Mary Helen Briscoe	Brett C. McCarty
Julie Brook	Sharon McCool
Julie Bryant	Ed McHugh
Audrey Carlson	Anne Medic
Barry Chausser	Jeffrey Murray
Joseph and Janet Clyne	Gail Nebenzahl
Suzanne Sanchez Coleman	Nob Hill Association
Monica Conrady	John-Casey T. O'Donnell
Virginia & Carol de Francis	William O'Keefe
Kathleen (Nini) Dibble	Bobby Patri
Susan Eckberg	Gordon and Lois Peacock
Karen Erickson	Torey Presti
Richard T. Fiory	Jeffrey Pulvirenti
Robert Fisher	James G. Randall
John Flanagan	Susan & John Richmond
Mr. & Mrs. James C. Flood	John Ritchie
Margaret Fraher	Diane Robbins
Michael Gale	Donald Robertson
Marijke Gantvoort	William & Wilma Ryan
Dena and John Gardi	Judith D. Schiller
Nanci Benfer Garzoli	Warner H. Schmalz
Faith Gohstand	John Sealander
Scott Grabowski	Suzanne Seton
David and Joyce Graves	James Skrip
Bernard Hagan	Paula Smith
Dorothy F. Harders	Charles Smith
Richard L. Heidelberg	Marcia Smythe
Beverly Hennessey	Frances L. Stein
Karen W. Hoke	Ross Tibbits
Dickie Hovsepian	M. Christine Torrington
Kent Howard	Dorothy Tyack
Toni Jelso	Conrado P. Vellve
Nellie Keate	Richard Vignolo
Lynn Kirshbaum	Amy Walsh
Terry Kleid	Thomas E. Webb
Benjamin Ladamyak	Rabbi Eric Weiss

**FROM THE  
EXECUTIVE  
DIRECTOR  
DEE DEE  
WORKMAN**



Autumn is already upon us, and at San Francisco Beautiful that means we are once again getting ready for our annual Beautification Awards dinner on October 27. We are very excited to be holding it this year at the Palace Hotel, after selling out the last few years at the venerable Mark Hopkins. The fabulous and historic Garden Court is all ours for the pre-dinner reception, where we will be featuring a

fabulous week in a delightful apartment in Paris' 2nd Arrondissement at our silent auction. Bid early and often for that one!

Our dinner will be in the Palace's Grand Ballroom where, Henry Tenenbaum, the charming host of KRON4's Henry's Garden, will once again be the Master of Ceremonies as we honor another slate of worthy and inspiring awardees. This year we will present a broad range of projects to make you cheer - from the awe-inspiring Conservatory of Flowers restoration to the whimsical Market Street Railway Mural, to honoring local heroine Adah Bakalinsky for her many decades of advocacy on behalf of the City's public stairways.

Each of our nine awardees reflects the spirit of this year's dinner theme, "New Beginnings: Preservation, Sustainability and Innovative Design." It will be another

exhilarating evening and I look forward to seeing you all there.

Don't forget to watch for SFB's beautification award segments on KRON4's Henry's Garden program on Saturday mornings in October leading up to the dinner!



Henry Tenenbaum (2nd from left) at Beautification Award winning site Mt. Lake filming "Henry's Garden."

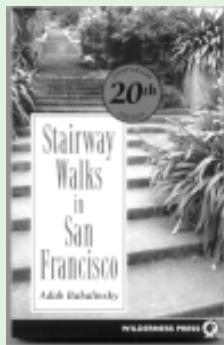
Photo by Dee Dee Workman

**DEVELOPMENT: GRANT  
RECEIVED, EVENT HELD**

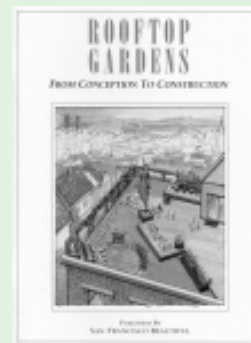
San Francisco Beautiful received a \$30,000 grant from the Evelyn and Walter Haas, Jr. Foundation for general operations and the Klusmann Grants Program. The grant program funds will be targeted at projects in the Chinatown, SOMA, Tenderloin and Visitacion Valley communities.

San Francisco Beautiful is finding new ways to fundraise and inform its members about livability issues. A book signing party with author Adah Bakalinsky was held at the home of Mike Gale on June 24th. This is the first of special member-only events.

**BOOKS FOR SALE**



San Francisco Beautiful has two informative books for sale: SFB's *Rooftop Gardens: From Conception to Construction* and Adah Bakalinsky's fifth edition *Stairway Walks in San Francisco*. Both make great holiday gifts. Buy these books from San Francisco Beautiful - it's a great way to show your support! To order, use the coupon at the bottom of this page.



**MEMBERSHIPS / SALES**

If you are not a member of San Francisco Beautiful, please become one today. Your contribution is tax-deductible to the extent provided by law.

- |   |  |
|---|--|
| <input type="checkbox"/> Friedel Klusmann Circle: \$5,000 | <input type="checkbox"/> Contributor: \$100        |
| <input type="checkbox"/> Corporate: \$1,000               | <input type="checkbox"/> Two New Memberships: \$70 |
| <input type="checkbox"/> Patron: \$500                    | <input type="checkbox"/> Regular: \$40             |
| <input type="checkbox"/> Sustainer: \$250                 | <input type="checkbox"/> Other: \$_____            |

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

Make checks payable to San Francisco Beautiful. For credit card payments:

Visa  MasterCard  Name on Card: \_\_\_\_\_  
 Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Signature \_\_\_\_\_

- |   |
|---|
| <input type="checkbox"/> My company will match my gift  |
| <input type="checkbox"/> Logo Long Sleeve Shirt: \$22.50  |
| <input type="checkbox"/> Logo Short Sleeve Shirt: \$16.50   |
| For shirts indicate: _____Med _____Large  |
| <input type="checkbox"/> Logo Cap: \$16.50  |
| <input type="checkbox"/> <i>Rooftop Gardens: From Conception to Construction</i> (44-page book): \$7.00 |
| <input type="checkbox"/> <i>Stairway Walks in San Francisco</i> by Adah Bakalinsky: \$20.00             |

San Francisco Beautiful  
 564 Market Street, #709  
 San Francisco, CA 94104  
 415-421-2608; Fax: 415-421-4037  
 sfb@sfbeautiful.org www.sfbeautiful.org  
 501(c)(3) Federal Tax ID #: 94-6106011

Join Barbara and Douglas Engmann, Chandra and Robert C. Friese,  
Meagan Levitan and Dale Carlson, and Mary and Steven Swig at  
**San Francisco Beautiful's**

# 2004 BEAUTIFICATION AWARDS DINNER

## "NEW BEGINNINGS: PRESERVATION, SUSTAINABILITY AND INNOVATIVE DESIGN"

**WEDNESDAY, OCTOBER 27**

The Palace Hotel  
2 New Montgomery Street, San Francisco

*Reception and Silent Auction, 5:30 p.m. and Dinner, 7 p.m.*



Executive Director  
Dee Dee Workman presents the  
2004 Beautification Awards



With Master of Ceremonies  
Henry Tenenbaum, host of KRON4's  
*Henry's Garden*

#### TABLE OF 10

\$20,000 Lead Sponsor  
\$10,000 Benefactor  
\$5,000 Patron  
\$3,000 Sponsor  
\$1,500 Friend



#### INDIVIDUAL TICKETS

\$1,000 Donor  
\$500 Support  
\$150 Friend

*Contributions are tax-deductible as provided by law, less \$55 per event guest. ID#94-6106011.  
Contact Ron Wong and Associates, 3608 16th Street, San Francisco, CA 94114-1509  
phone: 415.355.9988 — fax 415.355.9977*

## SAN FRANCISCO BEAUTIFUL

564 MARKET STREET, SUITE 709  
SAN FRANCISCO, CA 94104

ADDRESS SERVICE REQUESTED

NONPROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 494  
SAN FRANCISCO, CA